

Message Text

UNCLASSIFIED

PAGE 01 BRUSSE 15997 221152Z
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 ICA-20 /041 W
-----073286 221259Z /44

R 221349Z AUG 78
FM AMEMBASSY BRUSSELS
TO SECSTATE WASHDC 8418
INFO USDOC WASHDC
AMEMBASSY BONN
AMEMBASSY COPENHAGEN
AMEMBASSY THE HAGUE
AMEMBASSY LONDON
AMEMBASSY LUXEMBOURG
AMEMBASSY PARIS
AMEMBASSY ROME
AMCONSUL ANTWERP

UNCLAS BRUSSELS 15997

E.O. 11652: N/A
TAGS: BEXP, BE
SUBJ: BELGIAN COUNTRY COMMERCIAL PROGRAM: THIRD QUARTER
FY '78 WCAG REVIEW

REF: (A) STATE 207335; (B) BRUSSELS 10317

1. RE ICA SUPPORT OF CCP (PARA 3 REF. A): ICA HAS BEEN PROVIDING EXCELLENT SUPPORT OF CCP. FRENCH TRANSLATIONS OF ITEMS FOR INCLUSION IN COMMERCIAL NEWS USA, HOWEVER, WOULD NOT RPT NOT BE USABLE UNLESS A DUTCH TRANSLATION WERE PROVIDED ALONG WITH THE FRENCH.

2. RE CATALOG SHOWS (PARA 5 REF. A): WHILE WE AGREE WITH THE INSPECTORS ON THE DIFFICULTY OF OBJECTIVELY EVALUATING CATALOG SHOWS IN TERMS OF SALES FIGURES, ETC., WE ALSO AGREE WITH COMMERCE THAT GIVEN BUDGET RESTRAINTS, A WELL CHOSEN AND CONDUCTED CATALOG SHOW CAN BE AN EFFECTIVE
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TRADE PROMOTION TECHNIQUE IN BELGIUM, PARTICULARLY IN THE DEVELOPMENT OF TRADE OPPORTUNITIES, AND ALSO IN INTRODUCING NEW AMERICAN FIRMS TO THE MARKET. A FOLLOW-UP RESPONSE FROM PARTICIPATING AMERICAN FIRMS WOULD CLEARLY BE A USEFUL TANGIBLE EVALUATION METHOD, THOUGH, AND WE WOULD WELCOME SUCH FEEDBACK.

3. RE FY '78 CCP CAMPAIGN 7 ACTION 4 (REF. A, PARA 6):
EMBASSY OFFICERS VISITED INT'L HARBOR CONFERENCE IN ANTWERP
IN MAY AND CONDUCTED EXTENSIVE INTERVIEWS WITH SHOW
PARTICIPANTS. THIS HAS BEEN OUR NORMAL METHOD OF CONDUCTING
BIO'S SINCE WE HAVE NO BUDGET FOR ANYTHING MORE
ELABORATE. HOWEVER, AS WE REPORTED IN REF B, PARA 3,
THE INTERNATIONAL HARBOR CONGRESS IS HELD ONLY EVERY
4 YEARS. THUS THERE WILL BE NO RPT NO CONGRESS IN 1980.
THE NEXT ONE WILL BE IN 1982. CHAMBERS

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